

MAGAZINE PROFILE

Gift Focus magazine is the UK's leading bi-monthly publication for the giftware industry, distributed to independent retailers, high street multiples, department stores, garden centres, heritage outlets and all other gift stockists. Each issue contains detailed information on influential trade shows and reviews hundreds of new or innovative products, enabling retailers to make informed and profitable buying decisions.

Unique to the marketplace, Gift Focus also offers sound advice on financial and legal matters, provides accurate trend forecasts and dispenses a balanced and accurate view of issues that directly affect the industry.

With a clean, contemporary design, high quality printing and intelligent, incisive editorial, the pages of Gift Focus are both attractive and accessible, thereby providing the perfect medium for product promotion. Its dynamic online presence at www.giftfocus.com acts as a comprehensive sourcebook for consumers, retailers and manufacturers, giving thousands of international buyers immediate access to your business.

The latest feature on www.giftfocus.com, the supplier directory, allows readers to contact advertisers in the magazine for more information about their products or services. This service is FREE for current advertisers and it serves as an extra value benefit to those businesses supporting the magazine. Simple to use and available world-wide 24 hours a day, the supplier directory is a reader reply service for the 21st century.

We have a wealth of innovative promotional opportunities, including sponsorship and advertorial, to help generate the response you deserve. To discuss your requirements, simply telephone Sharon Connelly on +44 (0)1376 535 607.

Circulation: 7,438*
Distribution: Direct Mail



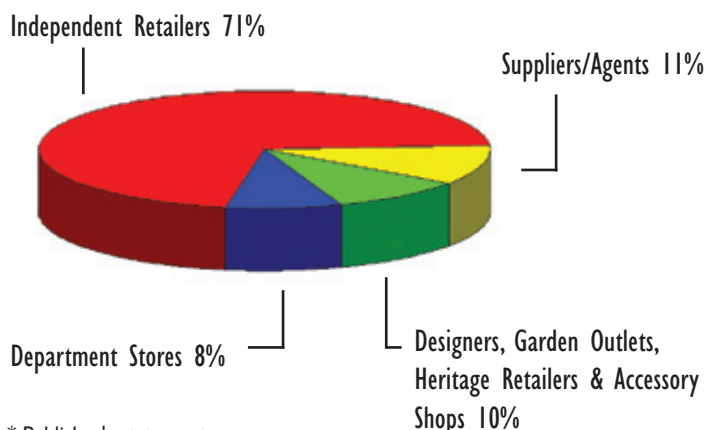
* Average Net Circulation: 7,438
(01/07/08 to 30/06/09)



Proud headline sponsors of Gift of the Year 2009.

In addition to our normal circulation, Gift Focus magazine is distributed at major giftware trade shows and is available to download at www.giftfocus.com.

Circulation Breakdown*



* Publisher's statement

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newlands drive,
witham, essex cm8 2ul
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www.giftfocus.com

FEATURE SCHEDULE 2010

giftfocus
MAGAZINE

January/February 2010

Spring Fair preview
Ambiente preview
Mother's Day gifts
Natural and organic
Fashion handbags
Novelty gifts

Advertising deadline:

31st December 2009

Issue date: 18th January 2010

March/April 2010

British Craft Trade Fair preview
Father's day
Made in Britain
Candles and Home Fragrances
Stationery

Advertising deadline: 19th February 2010

Issue date: 8th March 2010

May/June 2010

Pulse preview
Exclusively Housewares preview
Men's jewellery
Bath and Body
Wedding gifts
Baby gifts

Advertising deadline: 16th April 2010

Issue date: 4th May 2010

July/August 2010

Home and Gift preview
Glassware
Home accessories
Gift of the Year
Christmas themed lines

Advertising deadline: 11th June 2010

Issue date: 28th June 2010

September/October 2010

Autumn Fair preview
Top Drawer Autumn preview
Eco-friendly gifts
Licensed ranges
Greeting cards
Tableware
Toys

Teen market

Advertising deadline: 6th August 2010

Issue date: 23rd August 2010

November/December 2010

(Year planner issue)

January gift fairs
Children's jewellery
Fair trade special
Hand made gifts
Valentine's
Collectables

Advertising deadline: 15th October 2010

Issue date: 1st November 2010

Please note that these schedules are subject to change.
For the latest version, please visit: www.giftfocus.com

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ADVERTISING RATES

Advert Size

	1	3	6
Double Page Spread	£2200	£1800	£1400
Full Page	£1300	£1100	£800
Half Page (Horizontal or Vertical)	£750	£630	£570
Quarter Page	£395	£325	£295

Number of Issues

Premium Positions

Inside Front Cover	£1500	£1250	£1000
Inside Back Cover	£1400	£1130	£900
Outside Back Cover	£1500	£1250	£1000

Inserts

Loose inserts (per thousand)	£85
Maximum weight	20 grams per item
Maximum size	A4

Bound In Inserts / Loose inserts (over 20 grams)	Price Available on Request
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All prices are per insertion and exclude VAT.

For information on other promotional opportunities, including sponsorship, advertorial and online bookings, call sales on +44 (0)1376 535 607.

MECHANICAL DETAILS

Printed Advert Sizes

	Width	Height
Double Page Spread (with bleed)	426mm	303mm
Double Page Spread (trim)	420mm	297mm
Full Page (with bleed)	216mm	303mm
Full Page (trim)	210mm	297mm
Half Page - Vertical	95mm	287mm
Half Page - Horizontal	195mm	141mm
Quarter Page	95mm	141mm

Design Service

If you wish for us to design your advert from artwork supplied please call the design department on +44 (0)1376 535 616 to discuss your requirements.

Getting Your Advert To Us

Ideally adverts will arrive as high-resolution print-ready PDF's / TIFF's / JPEG's. All artwork must be **NO LESS than 300dpi in CMYK**. For suitability of all other formats please call the design department on +44 (0)1376 535 616.

Please email artwork to artwork@giftfocus.com, alternatively send a CD-ROM including a colour print out by first class post to KD Media Publishing Ltd, Broseley House, Newlands Drive, Witham, Essex. CM8 2UL. We reserve the right to levy a £25 charge for any artwork not provided to specification.

If emailing large artwork please compress files using ZIP or STUFFIT.